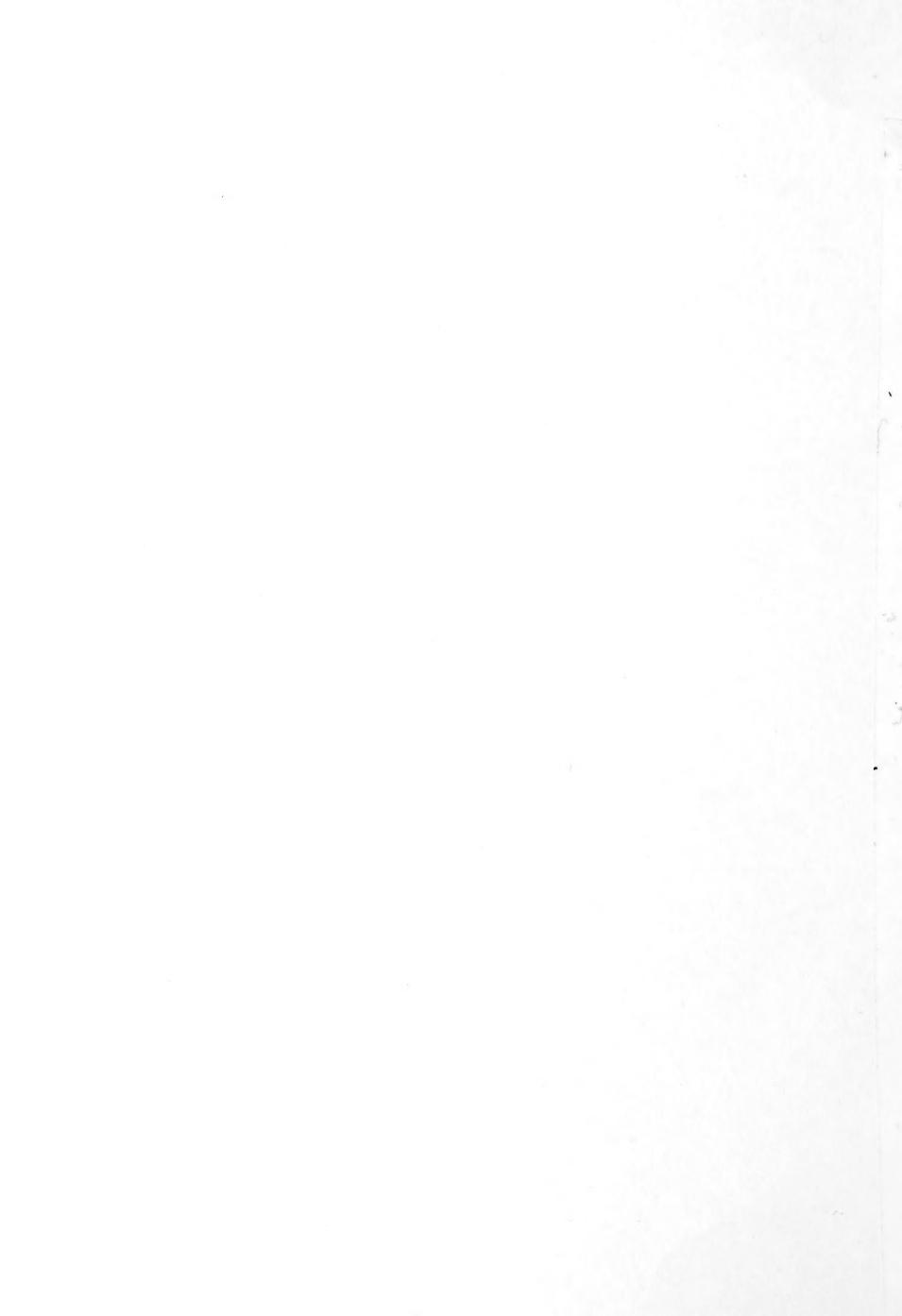
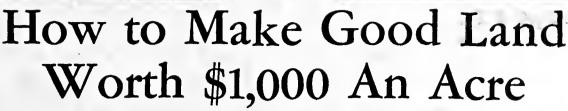
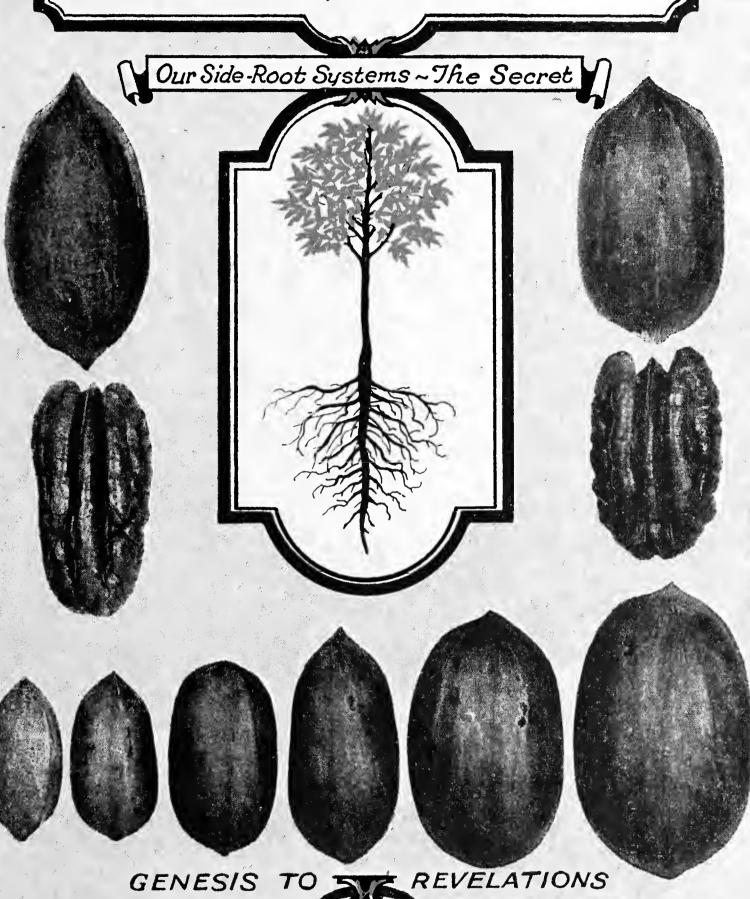
#### **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



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TEXAS PECAN NURSERY, Inc.

R. W. FAIR,

President

TYLER, TEXAS

W. V. HENSON, V. P. & Mgr.

#### Special Invitation

OU are invited to visit our nurseries at Tyler, Texas, at any time except Sundays. We will take pleasure in showing you how our trees are cultivated, grafted and budded, and how we have developed the unusual root systems on our trees.

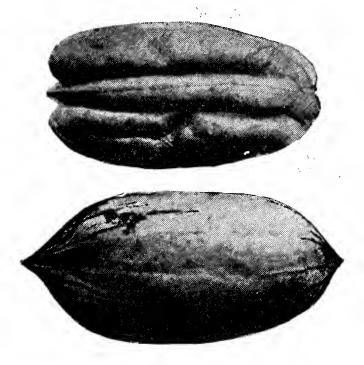
In our papershell pecan nurseries and orchards you can see about 500,000 pecan trees on 850 acres, comprising the largest pecan nursery in the Southwest and one of the largest in the world.

The owners of this nursery also own and control 2500 acres of fruit tree nurseries and orchards, principally in early varieties of peaches.

About 14 miles from Tyler is a 1,000-acre orchard of 20-year papershell pecans that will give you a graphic idea of what can be done. This grove demonstrates that pecan trees are handsome shade trees and make the most beautiful orchards.

TEXAS PECAN NURSERY, Inc. TYLER, TEXAS

# Jou 1 1 1 1 Can Make GOOD LAND WORTH \$1000 AN ACRE



SCHLEY PECAN—Actual Size

Hundreds of Land Owners are Making Good Land Worth \$300 to \$500 an Acre in 5 to 7 Years, and \$1,000 an Acre in 10 to 12 Years with Our Better-Rooted Papershell Pecan Trees

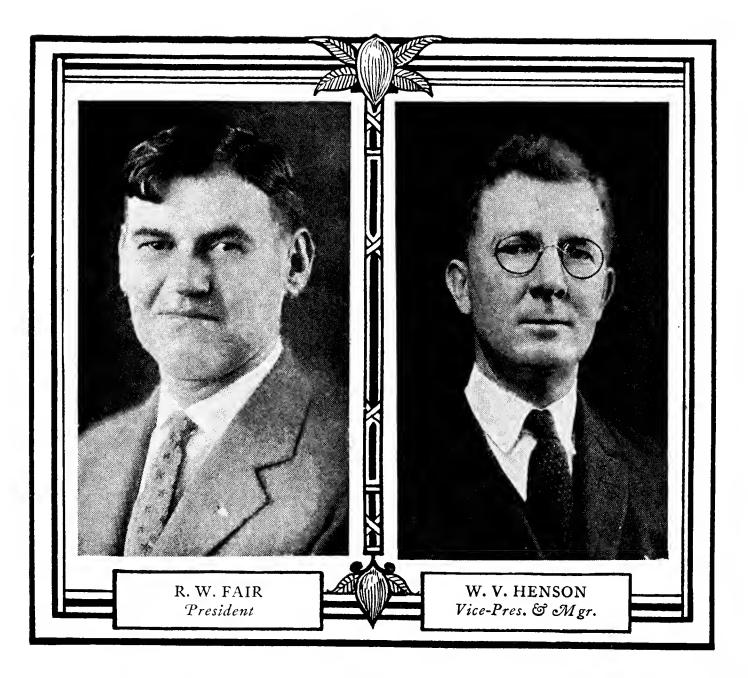
#### TEXAS PECAN NURSERY, Inc.

CAPITAL \$250,000.00

R. W. FAIR, President

W. V. HENSON, V.-P. & Mgr.

TYLER, TEXAS



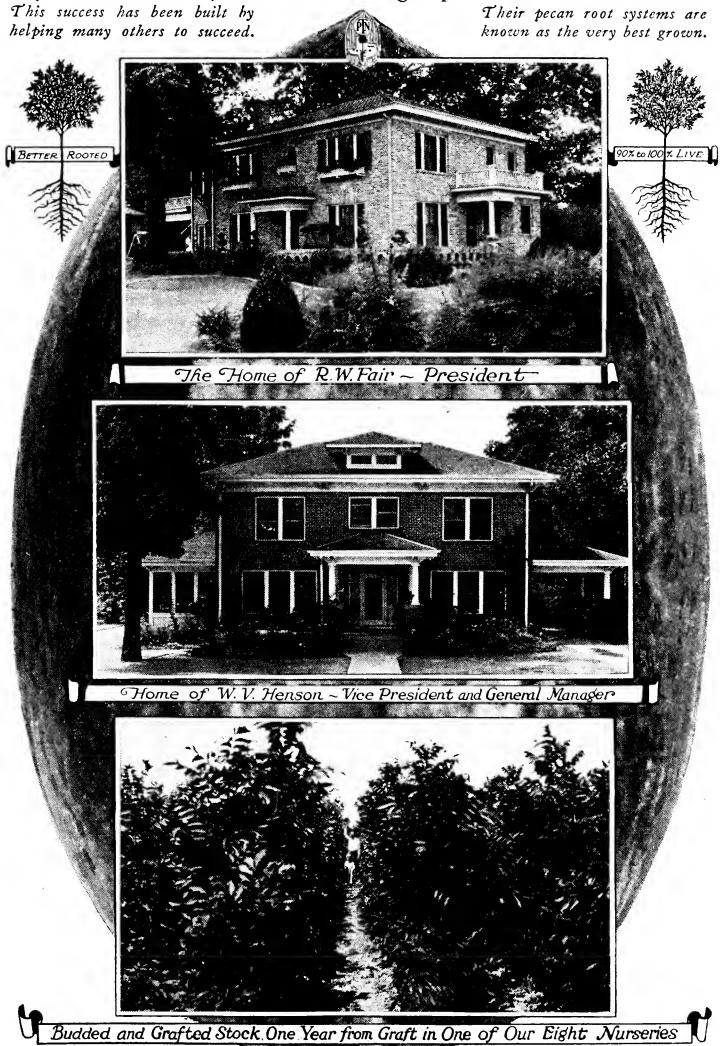
The Men Behind the Texas Pecan Nursery

R. W. Fair, *President*. Mr. Fair, the founder of the Texas Pecan Nursery, Inc., has for 22 years been actively in charge of the great improvements made by this company in developing papershell pecans. It is through his untiring efforts that the public can today secure pecan trees adaptable to conditions in the Southwest—trees that, due to the excellent root system and hardy nature, can be grown successfully by any one.

W. V. Henson, Vice-President and Manager. Eleven years ago, Mr. Henson, formerly first assistant cashier of the First State Bank at Henderson, Texas, and later, for three years cashier of the State Bank at Arp, Texas, became connected with Mr. Fair as a stockholder and as an active officer. Having made a successful record as a progressive business man, and for many years a pecan enthusiast, Mr. Henson has, since the time of his connection with the Texas Pecan Nursery, greatly contributed to the upbuilding of the institution's reputation for fair dealing and helpful service.

#### PAPERSHELL PECAN TREE SUCCESS . . . IN A NUT SHELL

From an original investment of \$25.00 by R. W. Fair, 22 years ago, Mr. Fair and W. V. Henson have developed the largest papershell pecan nursery in the Southwest, and one of the largest pecan nurseries in the world.



## Why Not Reap the Benefit of Our Experience?

WENTY-TWO years ago a young Texan, then in the mercantile business, began taking an inventory of his business and its possibilities for satisfactory profit. He decided his chances for success were small. This man, R. W. Fair, did what you would have done. He began looking for a means of increasing his profits. Up to that time he had not been especially interested in agriculture, but through experiments being made by a nurseryman of his acquaintance he became interested in papershell pecans. He secured all available literature on the subject and studied pecans and their possibilities. After a study of what others had done, he was convinced that there was opportunity for which any man should be thankful. Mr. Fair then bought all the trees belonging to this nurseryman—only one-half acre—and at once set about the job of making money from papershell pecans.

That investment of \$25 was the beginning of what today is the Texas Pecan Nursery, Inc., one of the world's largest pecan nurseries.

One of Mr. Fair's first discoveries was that the pecan trees then available were greatly hampered because of inadequate root systems. So he gave this his constant study. He made experiment after experiment, year after year. The trees then did not grow satisfactorily when transplanted for the same reason that many pecan trees today do not. They had practically no lateral or side roots. Mr. Fair worked on the proper idea that if trees could be developed with proper root systems, they would grow off faster and bear quicker. Slowly he saw good results from his efforts to produce better pecan trees. Because of the heavy lateral or side root system he had developed, he was able to produce a better rooted tree; one that would live and grow where the ordinary straight tap-rooted tree would die. Propagating his trees in Smith County, Texas, over 200 miles from the Gulf Coast, the trees proved hardier, grew much faster, produced nuts quicker, and a very large per cent lived when planted.

In his efforts to produce papershell pecan trees that would yield him the greatest returns, Mr. Fair overcame the big obstacle of the pecan industry in the Southwest. By propagating his trees in Smith County, Texas,—the heart of the natural pecan territory of the United States—he made it much easier to transplant fine papershell pecan trees and get a large per cent of them to live and grow, thus putting within the reach of thousands of land owners means of

securing big profits from pecans. Now, after 22 years of untiring effort on the part of Texas Pecan Nursery, Inc., YOU can get trees acclimated to your farm — trees guaranteed to have the best root systems in the world. We all know the value of proper root systems. It is



This photograph of a 45-acre papershell pecan grove was taken in August, 1931, at South Houston, Texas. The trees average about 13 years in age and were purchased from us by the owners of this grove

—Texas Fireworks Company, Houston, Texas.

the very foundation on which the life of the tree depends. The better the root system, the surer the growth. For this reason we call your attention particularly to the roots on our trees. This is your assurance that you can plant our trees and make them pay you a profit.

The following pages give the facts behind our trees, and tell how you can, with a few trees, secure an independent cash income for the rest of your life. Any land owner can, with trees purchased from us, grow a fine, bearing grove of pecan trees in a surprisingly short time.

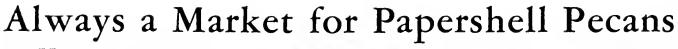
Isn't it worth the short time required to read this message, telling how you can make papershell pecans grow a profit for you?

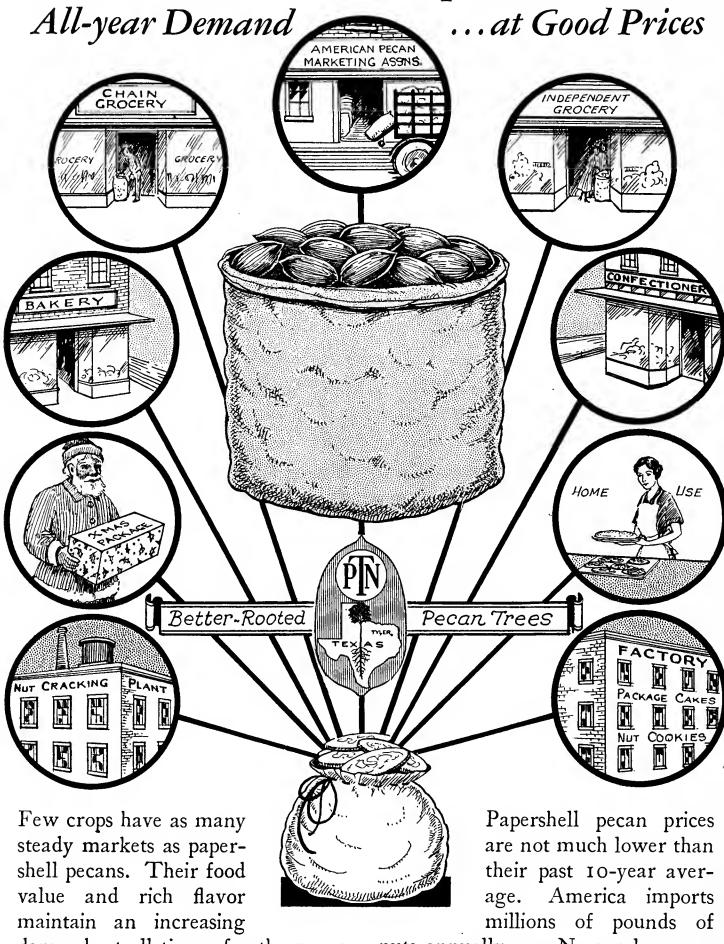


#### Get Almost Full Crops of Cotton or Other Low-Growth Crops Between Trees for 8 Years



You don't have to give up your land to papershell pecan trees until they bear commercial crops. You can continue to grow such low-growth crops as peas, cotton, vegetables, etc., between the trees for about 8 years. In a few years you will have the nuts and the other crops from the same land. We got a half-bale of cotton per acre between 10-year-old trees and \$175.00 worth of pecans per acre from the same land. We think it usually pays to give the land over entirely to pecans in about 11 years.





demand, at all times, for the papershell varieties with their large meats. nuts annually . . . No surplus crops to compete in world markets.



#### FRUIT TREES—SOUTHWESTERN GROWN

Write for our New Free Bulletin of Better-Rooted Peach Trees, Apple Trees, Plum Trees, Pear Trees, Fig Trees and Grapevines.

#### No Danger of Over-producing Papershell Pecans

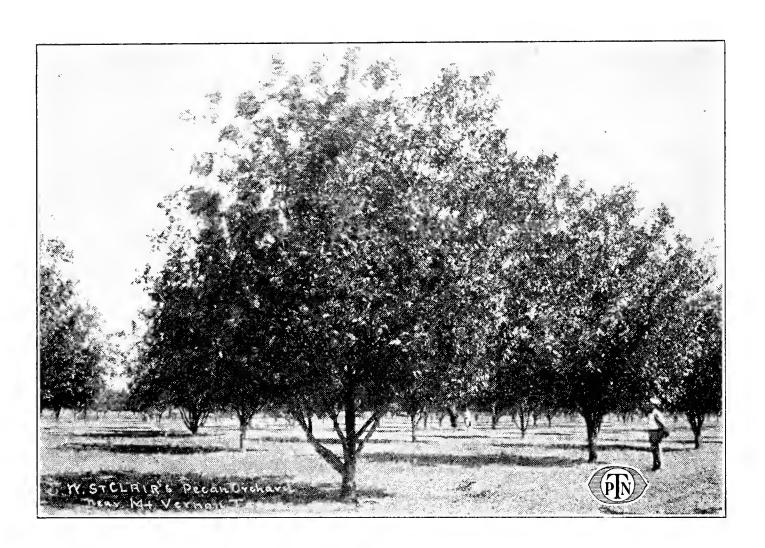
AUTHORITY on pecan production, writing in American Nut Journal of July, 1931, tells us it would require 500 years at the present rate of pecan production increase to produce 12 pounds of pecan-nut meats per year for each of the 120,000,000 people in the United States. The past 10-year average has been only ONE-TENTH of a POUND per person annually. As the United States produces most of the world's pecans, the writer didn't consider the remainder of world population.

Twelve pounds per year per person would be only I pound per month. Any average adult can eat his ONE-TENTH of a POUND in less than 5 minutes. Just think of the possibilities of this crop! Pecans are better than meat and more nourishing as food. They are the favorite nut among people who know the world's choice nuts. That is why papershell pecan prices are holding up so much better than prices of other crops. Another reason that over-production is impossible for so many years to come, is that only the far-sighted are willing to plant them and wait a few years for the profit in papershell pecans.

### Pecan Growing Now as Sure and Safe as Other Crops

ANY people still think that specialized knowledge and skill is required to grow papershell pecans successfully—that the average farmer can't make pecans pay, or that a lifetime is necessary to produce bearing trees. As proof of what can now be done with pecan trees grown by Texas Pecan Nursery, we have included in this book a few of the many letters constantly received from people who have planted our trees . . . letters that show that pecan culture has now been established on the same safe plane as growing other staple crops.

In this book you will find, in plain terms, how YOU can take advantage of our experience and successful results in making your land yield a much bigger "dollar" income. The Texas Pecan Nursery has developed a root system on pecan trees far superior to that to be found anywhere else. The now famous root system developed by us has put pecan growing on a new profit basis, making pecan profits possible for the average farmer, with less time, effort and expense than is necessary to grow cotton and many other staple crops successfully. With our root system you can get quicker-growing and quicker-bearing trees. Because our trees are grown near the center of the world's greatest seedling pecan belt, they thrive in most any part of Texas, Oklahoma, Arkansas and Louisiana, whereas trees shipped in from the coast country are greatly handicapped. Our trees are thriving in all Southern states and as far north as Chicago, and have been shipped to China, Japan, Africa, Brazil, Mexico, Argentine and Australia.



#### Here's a Typical Case of Profits Being Made from Papershell Pecans

We sold Mr. J. W. St. Clair at Sulphur Bluff, Texas, 450 trees. Ten years later we received the following letter:

MR. R. W. FAIR, Tyler, Texas.

I received your letter asking about how many nuts I made this year. I gathered 2700 pounds, or about 6 pounds per tree. I sold them at from 30 cents to 50 cents per pound. I had some trees that made 30 pounds. A man in Colorado wants to buy my orchard. I have asked him \$25,000.00, and don't think that is any more than it is worth, for if I had \$25,000.00 in Liberty Bonds it would only make me \$1,062.50 per year, and the orchard made NET \$800.00 this year, and it is just coming in now.

(Signed) J. W. ST. CLAIR.

What is your opinion? Do you feel that Mr. St. Clair made a profitable investment? His income from pecans, on a \$400 investment, will soon be running into thousands and thousands of dollars if he does not cash out for \$25,000, whereas he would be getting only a little better than \$1,000 yearly by having invested \$25,000 in Liberty Bonds. Elsewhere in this book you will find similar instances of big profits—so, is it not reasonable that you can do what others are doing?

#### What Others Have Done, You Can Do

ET'S take a typical illustration of what others are doing with trees purchased from us as a means of determining what YOU can do under the same conditions. We have in mind a case recently called to our attention by a farmer who purchased trees from us six years ago. This man owned a farm valued at about \$100 per acre. He bought 75 trees from us and set 5 acres—15 trees to the acre. The trees cost him approximately \$60. All of the trees except 6 lived. (This is a little better than ninety per cent.) The trees were planted in December. The following year he planted and cultivated a cotton crop in his 5-acre grove. He made a normal yield of cotton on this 5 acres, at the same time giving the grove needed cultivation. The following winter he replanted the 6 trees that did not live, 5 of which lived. The next year he raised a good crop of corn on this 5 acres, and the third year another crop of cotton. (You can continue to grow crops between trees for eight to ten years, keeping your land producing while your grove is maturing, and giving the needed cultivation

for the best growth). Is not this an ideal situation? Do you know of any other manner in which you can duplicate the opportunity afforded by this kind of combination?

But to continue with the story: The third year after planting his trees, this man gathered better than one pound of fine, fully developed papershell pecans from each of the seventy-four trees in his orchard. The fourth year he gathered more than twice this amount, and in the sixth



This pecan tree is 82 years old, and it has averaged 500 pounds of nuts annually for the past 40 years, according to the Texas Agricultural Department Pecan Bulletin,

No. 95, issued in Sept., 1930.



One of our own pecan orchards, photographed when 10 years old. The 10th year it made \$175.00 per acre in pecans and a half-bale of cotton per acre—total income per acre, \$216.25. In 1930 one of our groves made a ton of pecans worth \$700, and a ton of seed cotton worth \$75, on the same 7 acres. This experience taught us that it is advisable to devote the land exclusively to pecans when the trees mature.

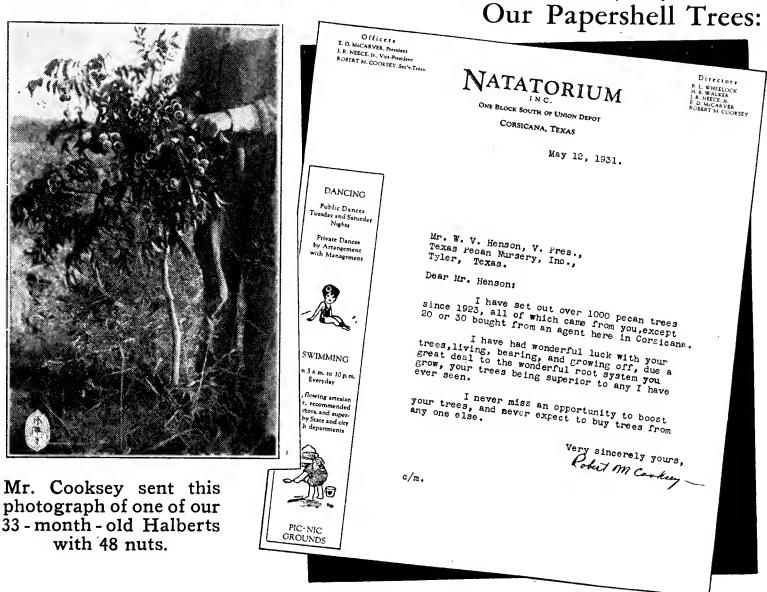
year he made a nice little crop from which he realized better than 40 cents per pound.

Each year this grove will continue to increase in its yield. In a few more years this man will not need to worry about his income, for this small grove of papershell pecan trees should annually produce enough to insure him a good living. The beautiful part about this man's investment of only \$60 is that the income from this grove will continue to increase during the next fifty, seventy-five or one hundred years. In fact, it is known that pecan trees two hundred years old are producing heavier crops than at any time in the past.

Think what this means to any man who will put out a few trees now. Think what it would mean to you if you could make an investment of only a few dollars that would continue to pay you this big dividend. Where else could this man have made an investment of \$60 that would have, at the end of a few years, been paying him such an income every year? You believe in life insurance as an income protection. Take your pencil and figure your investment, compared to what this man is doing on his \$60 investment. When you buy our pecan trees you make but one small payment; thereafter, nature does her wonders in growing for you an income protection that cannot be taken away—a cash income that grows, year after year, for the rest of your life. And, even after that, the trees continue to increase in their yearly cash dividends.

#### From One of Our Old Customers

.... Who Has Planted Almost 1000 of Our Better-Rooted Papershell Pecan Trees. Read what Mr. Cooksey says about



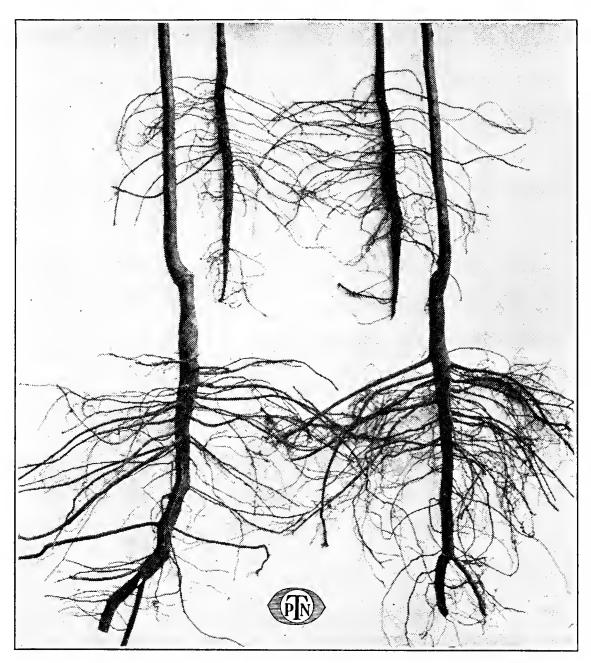
#### Mr. Cooksey Has Planted Our Trees 8 Years

He has a fine papershell orchard that should soon begin to pay him good dividends. He has planted principally our Halbert and Burkett trees. Mr. Cooksey has I Burkett tree 5 years old that he says he has cultivated only the past 2 years. This year it grew 3 feet. It has been bearing a few nuts since the third year.

#### ALL OF THE 635 TREES LIVED

CROSS PLAINS, TEXAS, June 25, 1931—"All of the 635 pecan trees bought of you last winter are living. 634 have put on growth and 1 is dormant. The dormant tree is 1 of 3 trees that were badly whittled in getting out some borers. One of the Halberts has 3 nuts. The trees have made an average growth of 14.54 inches each."—H. A. YOUNG.

# Why the Root System We Have Developed Assures Success for You



The root systems on our trees, like those shown in the above illustration, average about 30 inches in width to about 36 inches in length.

Because a good lateral root system is the LIFE and MAKING of a pecan tree, the more lateral roots a tree has, the more feed roots it will have; and the more feed roots a tree has, the more plant food and moisture it can gather; and the more plant food and moisture a tree can get, the better it will live, grow and produce. Don't you believe it will pay you to buy well-rooted trees? Have the trees you have been buying had good roots? Did they live?

#### Marketing Papershell Pecans

Many pecan growers have regular customers who have paid them about 55 cents to 65 cents per pound for the larger papershell nuts for the past six or seven years. Marketing associations usually sell in larger quantities and receive about an average of 35 cents to 50 cents per pound for the better nuts; however, these associations assure a more certain market for the grower of large acreage.

Here is the Past Six-Year Record of the National Pecan Growers Exchange, Albany, Georgia

YEAR	QUEEN GRADE	OVER GRADE	APEX	JUNIOR
1925	6oc per 1b.	43.7c per 1b.	38.2c per 1b.	30c per 1b.
1926	52.5c per 1b.	42.3c per lb.	33.7c per lb.	26.3c per 1b.
1927	5oc per 1b.	38c per lb.	34c per 1b.	28c per 1b.
1928	51c per lb.	38c per 1b.	34c per lb.	. 29c per 1b.
1929	51c per lb.	38c per 1b.	34c per lb.	28.5c per 1b.
1930	5oc per lb.	35.45c per lb.	32c per lb.	25.73c per 1b.

The National Pecan Marketing Association, with headquarters in Jackson, Mississippi, now has many local associations in a number of states. In Texas, on Sept. 1, 1931, they had 8 associations, as follows:

Texhoma Pecan Assn., Denison Heart O' Texas Assn., Brownwood Central Texas Assn., Waco Guadalupe-San Marcos Assn., Luling

Nueces Assn., Uvalde Guadalupe Assn., Cuero Colorado Assn., La Grange South Texas Assn., Wharton

These associations, which are controlled by the local grower members, elect their own officers and place the nuts they produce with the National Association at Jackson, Mississippi. Write to the local association nearest you. They will be glad to cooperate with you and give you information as to how you can work with them.

The National Association was started late in 1930, but has shown a remarkable growth. At the rate this association is growing in membership and in amount of nuts marketed, we expect to see it handling the bulk of the American pecan crop in a very short time.



#### Our Printed Instructions for Planting and Caring for Papershell Pecan Trees

As a part of our service to our customers, we send printed instructions with every pecan tree order. These instructions give, in detail, illustrated information to growers on receiving, handling, pruning, planting, fertilizing and caring for the trees to maturity. In addition to mailing these instructions with each order, we will gladly supply our customers with an extra copy at any time.

#### "Don't Publish This," He Said. But We Like It As Is - Don't You?

#### A. H. KARCHER TAX COLLECTOR, LEE COUNTY GIDDINGS, TEXAS

may 21,1931

Texas Pecan Nursery, Tyler, Texas,

Gentlemen:

Just a line to let you know about the pecan trees I bought from you. I didn't think much of them until now. They are fine -- 99 living and only one dead.

I cut them back about 2 feet and all have new growth on them, except one. want more pecans this fall.

Don't publish this. If you want a write-up, I will furnish you with one, as I feel I am due you one with the success I have Yours truly, had.

A. H. Karcher

Mr. Karcher gave us permission to publish this letter when we wrote him we would rather use it than one specially written for publication. We don't solicit special letters—we use the ones our customers voluntarily write us.



#### 34 Nuts in One Pecan Cluster

"Five years ago I bought 2 Schley trees from you—just one-foot trees. They are now 30 feet high and have been bearing some nuts the past 3 years. One tree had

a cluster of 42 nuts early this summer, but some were squeezed out as the nuts grew, leaving 34 pecans in the cluster. The nuts are about 7/8 an of inch in length."—R. W. NELSON, San Antonio, Texas.

#### Read How Our Trees Have Outgrown Mississippi Trees

Marksville, Louisiana.

Texas Pecan Nursery, Inc., Tyler, Texas.

The 60 trees I bought from you last year were planted according to your instructions, and although the land is very poor prairie land, so far all are living, strong and healthy and making fair growth, although we have been suffering with a drought for the past 8 weeks.

Two years ago last winter, I purchased 2 trees from our County Agent, which came from you. These trees were 3 to 4 feet. A year later, I purchased two 8-foot trees from Mississippi. All 4 trees are planted in my back yard, where I keep about 200 chickens. Your trees have outgrown the 8-foot trees purchased from Mississippi. This is hard to believe but the trees are there and can be seen by anyone interested.

Mr. L. S. Harvard of this town purchased 350 trees from Mississippi and planted about the same time that I planted the 60 trees I got from you. His land was much better than mine, but still I noticed that many of his trees did not bud at all.

(Signed) C. L. DUPUY.

The letter above is just one example of the actual experience of many who have tested for themselves the superior merits of our trees for this section. This letter is but one of the many similar ones received during the past twelve months.

The foregoing unsolicited statement from Mr. Dupuy as to the result of the success of our trees, compared to trees purchased from other nurseries, is of importance to every man who would like to increase his profits through pecan culture. It is practically the exact condition we have found in EVERY case where the same experiment has been made. Our trees have every advantage over those shipped into this section. They live better, grow off faster, bear quicker and heavier, thus making quicker money and more money for those who plant them. Furthermore, the twelve varieties grown by us are the very best out of the one hundred or more available. Elsewhere in this book these twelve varieties of pecans are each described in detail. Through many years of experience, not only with us but with many others, these varieties have proven to be the best for home as well as commercial purposes. So, it is to these particular varieties that we have given our efforts; we will add others when they have been proven beyond question to be good for our customer's use.

#### One of Our Twelve-Year-Old Papershell Orchards Near Tyler, Texas

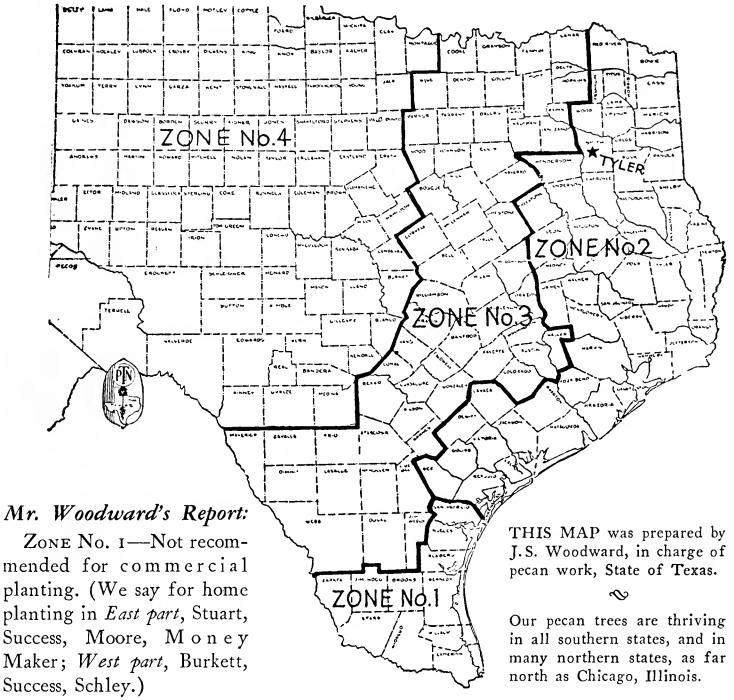


This orchard, in its tenth year, made \$300 per acre in pecans and cotton. This photograph was taken when the trees were 10 years old. Some of the limbs were so heavy with nuts that they were bent to the ground. You can have a fine papershell orchard like this, with our trees and proper care, on good to fairly-good land. The land in the orchard pictured above is not heavy or rich—just good sandy loam . . . East Texas soil.

# Plant More Than One Variety

Whether you consider planting 5 trees or 5 acres, be sure that you plant two or more varieties, thereby insuring against the loss of a crop in case weather conditions are unfavorable at blooming time. Different varieties blooming at slightly different times safeguard your crop by giving better pollination. If you are going to plant a grove of 1 acre or more, our recommendation is that you order 2 to 4 of the varieties that are best suited to your section.

#### Select 3 or 4 Varieties According to This Map



Zone No. 2—Only Eastern varieties recommended; Success, Moore, Schley, Delmas, Money Maker, Stuart. (We would add Burkett for hill land in West central part.) Success, Money Maker, Schley and Stuart should be planted on rich, moist bottom lands. Plant Delmas on upland, sandy soils. Stuart seems to be especially adapted to extreme East part of this section. These are known as tested Eastern varieties.

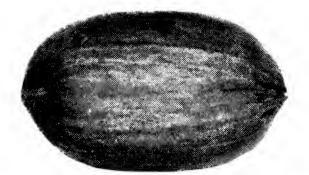
ZONE No. 3—Both Eastern and Western varieties recommended. Western varieties for West part and uplands. Plant Eastern varieties in East part and on low, moist land throughout this zone. Burkett, Western Schley, Texas Prolific and Halbert are tested Western varieties.

Zone No. 4—Plant the Western varieties only.

FOR OTHER STATES—We would recommend for Oklahoma: Draw a line from Red River North through Ardmore and Oklahoma City to Kansas line, and in a general way let this be a dividing line between Eastern and Western varieties, using mostly Western varieties in West part, and all Eastern with a few Burkett on the hills for the East part. Arkansas—In the North part, Money Maker, Stuart, Success (some Schley and Burkett on hills.) South part, Stuart, Success, Schley, Moore and Money Maker. Louisiana—Same as South Arkansas.

#### Eastern Varieties

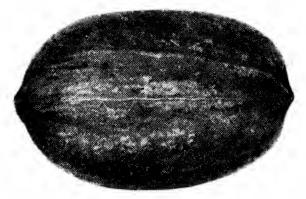
Refer to Map and Suggestions on Page 17
When Selecting Your Varieties



STUART

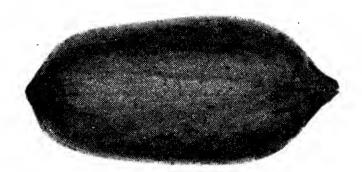
The Stuart comes nearer being suited to all sections of the country and all soils than any other variety. A large nut, fills well, medium to heavy bearer. A hardy, fast growing tree. One of the earliest ripening of all large standard pecans.

48 per cent meat.



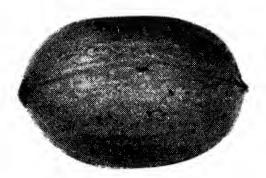
SUCCESS

A large and strictly first-class pecan. Strong growing tree, early bearer, thin shell, cracks well, and the meats can be taken out in halves. Ripens almost ten days later than the Stuart, and is gaining prominence fast. 57 per cent meat.



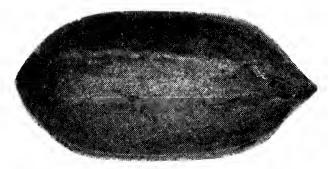
SCHLEY

This is an ideal pecan. Large size, very thin shell, fills and shells out well; fine flavor. Rapid growing tree with beautiful foliage. The nuts sell for 10c to 20c more per pound than other varieties, but not quite so prolific as some of the other varieties. 60 per cent meat.



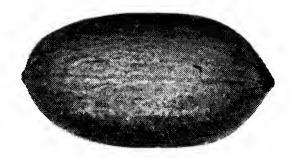
#### MONEY MAKER

Originated in Madison Parish, La. Widely disseminated. Size, medium; kernel, fairly plump; quality, fair; flavor, sweet. Very prolific. Especially suited to planting in the Northern range of the area adapted to Southern varieties. 46 per cent meat.



DELMAS

A very vigorous growing tree and heavy bearer, with splendid foliage. Large nuts—40 to 50 will make a pound. 55 per cent meat.



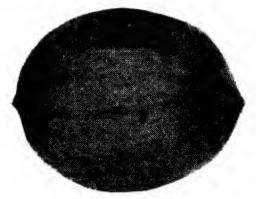
MOORE

A very fast growing tree. Medium size nuts, thin shells, good flavor, very productive, and one of the earliest to mature. About 56 per cent meat.

SEE PAGE 31 . . . FOR THE LOWEST PRICES WE HAVE OFFERED IN MANY YEARS

#### Western Varieties

### These Varieties Live and Produce in Higher Altitudes and Drier Climates



#### BURKETT

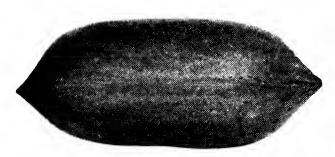
Originated by J. H. Burkett at Clyde, Texas; one of the best varieties for West Texas. People in that section are setting more of the Burkett than of any other variety. Also doing well on high ground as far East as Shreveport, La. Medium size, fills well, good flavor and prolific.

60 per cent meat.



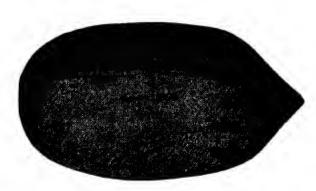
#### **OKLAHOMA**

Mother tree, Ardmore, Okla. Large nut, with shape much like the Stuart. Thin shell. About forty to the pound. A heavy producer. The tree is rugged, with drooping or willowy branches. Matures rather late. We believe this will make a good variety for Texas also.



#### WESTERN SCHLEY

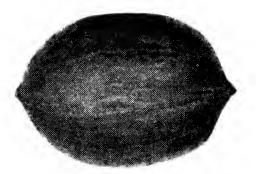
Very similar to Eastern Schley except that it thrives better in the drier climate and higher altitudes of the West. A very fine nut for the West. 60 per cent meat.



#### TEXAS PROLIFIC

This variety is a large size nut, shell of medium thickness, with kernel plump, rich and sweet. It is a heavy producer, and we believe should be planted extensively in West Texas. It is showing up well on a small scale in East Texas. The Texas Prolific will not disappoint you.

55 per cent meat.



#### HALBERT

Young trees inclined to be crooked, but get straighter as the trees grow older. Very early and prolific bearer. Medium size nuts, very thin shell, excellent flavor. A good tree for black, waxy land. Should not be set in Mississippi, Louisiana, East Texas or East Oklahoma. 61 per cent meat.



#### WILLIAMSON

Mother tree, Millcreek, Okla. Large, long, plump, well filled nuts with thin shell. About forty to the pound. This is expected to become one of Oklahoma's greatest producers.

Matures normal.

FOR THE LOWEST PRICES WE HAVE OFFERED IN MANY YEARS . . . SEE PAGE 31

# Helpful Information for Pecan Growers

SOIL: Pecan trees are being successfully grown on a wide variety of soils. An outline of conditions is perhaps of more value than a description of types of soil. Stiff clay, poor or wet land, or shallow soils with a hard-pan near the surface are undesirable. Land which is occasionally overflowed for a short duration of time, and that is well drained, is not objectionable. Good productive land with a retentive, though not a tight or stiff soil, furnishes the best general condition. Unhindered root growth is vitally necessary for the most desirable results. Pecan trees seem to prefer a location where the water table is some ten to thirty feet. However, we know of reasonably nice trees growing where the water table is 100 feet. Good drainage in the upper or operating soil is essential to success. The land that produces the best cotton and corn will also produce the best pecan trees. Good land, well prepared, together with thrifty, well-rooted trees of the varieties best suited to your locality, is the foundation for a beautiful, profitable, long-lived pecan grove.

TREES: It goes without saying that it is essential to start your grove with thrifty, well-rooted trees—the best you can buy. Opinions differ as to the best size or age (the age governs the size of a good tree) to set. We consider trees from 3 to 7 feet the proper size for commercial purposes. If to be planted around homes, school grounds, or similar places, we suggest trees of the 5 to 6 foot size or larger. Trees under 5 feet usually have a 2 or 3 year old root system, with a 1 year graft or bud growth. Trees above 5 feet usually have a 3 or 4 year old root system with a 1 or 2 year bud or graft growth. It is very essential that the trees have plenty of lateral or side roots together with a reasonable amount of tap root.

VARIETIES: A commercial orchard should contain from 2 to 4 or more varieties. This will give better pollination and, in turn, a more regular and better crop of nuts. Your selections of varieties should be governed largely, if not altogether, by your location. For West Texas (west of Weatherford and north and west of San Antonio), we recommend the Burkett, Halbert, Western Schley, Oklahoma, Williamson and Texas Prolific. For New Mexico we advocate the Western Schley, Burkett, Texas Prolific and Halbert. The new Oklahoma varieties, Williamson and Oklahoma, should also thrive

in the west. On page 17 of this book you will find a map and detailed information as to the varieties best adapted to the various sections of the entire Southwest. For varieties to plant in states other than those shown on the map, write us, describing your land, its moisture, etc., and we shall be glad to advise you.

It is advisable to get all of the local information possible as to bearing trees or groves in your section. Such information should prove of great help to you in selecting the best varieties for your planting.

PREPARATION FOR SETTING: It is advisable to prepare the land in advance of setting the trees. If possible, the holes should be dug before the trees arrive. Holes may be prepared during the summer or fall, and if prepared when the ground is dry and hard a good charge of dynamite to each hole is a satisfactory method. It is not advisable to use dynamite when the ground is wet as it will only form a jug-like hole with compact walls, doing more harm than good. The ground should be put in a good state of cultivation through any desirable method. If not convenient to prepare the entire tract, lay out your rows and prepare a place 10 or 12 feet in width, preparing the remaining land later.

TIME AND DISTANCE TO SET: Pecan trees can be successfully transplanted from about November 15th to March 10th. December and January—particularly the first days of December—are preferable.

It is not advisable to set more than 17 trees to the acre, which will allow 50 feet between trees in all directions. On strong bottom lands, 12 trees is usually about right, as this gives 60 feet in all directions. Some well-posted grove owners advise setting the trees 75 or more feet apart. Others advise setting about 40 feet apart and cutting out every other tree when the grove becomes 15 to 20 years old. Plant pecan trees only in such quantities as can be given reasonable care. A few trees, properly cared for, will be worth more than acres of trees not cultivated and fertilized.



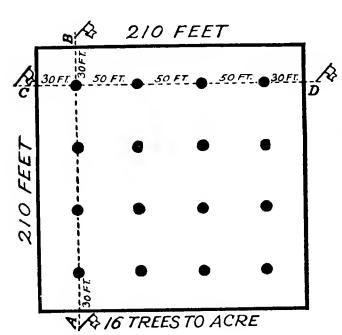
WITH EACH ORDER WE FURNISH INSTRUCTIONS FOR HANDLING, SETTING AND CULTIVATING PECAN TREES

If you follow these instructions, you should have no difficulty in bringing your papershell trees to profitable production in a few years.

Accurate measurements for location of trees will greatly enhance appearance of the grove. When making measurements and locations, set a stake in line on opposite sides of the tree location, allowing sufficient room for the hole. This will aid you materially in lining up the trees. Holes should be three or four feet across and as deep, in order to give ample room for a well-rooted tree.



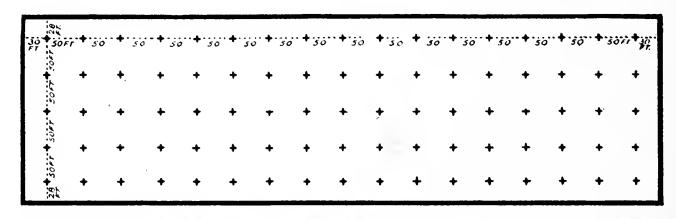
#### Below We Show You How You Can Gain Trees on a Larger Planting



At left we show planting of one acre, with trees 50 feet apart.

To assure straight planting, set flagged stakes as shown at left. This will line up the rows A to B and C to D. With these two lines as guides, you will have no difficulty setting trees straight. Fifty feet apart is a fair distance for average land. On rich land 60 feet or more apart is better.

### The 5-Acre Block Below Allows for 5 Extra Trees—1 Extra Tree Per Acre



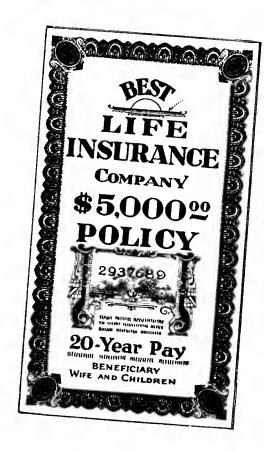
860 feet by 256 feet-4.96 acres-trees 50 feet apart-outside margins 28 and 30 feet.

There is quite a saving in planting larger acreage. Planting 50 feet apart, you get 25 extra trees on less than 25 acres, or 100 extra trees on 99 acres. You see what this will mean when your trees average \$10 to \$50 profit each, annually. Some trees make over \$100 some years, and your pecan trees should produce for more than 100 years.

#### A Papershell Pecan Orchard is

#### Better Than Life Insurance

. . . and . . . Pecan Trees Should Live 100 to 200 Years





A 20-acre papershell pecan orchard should produce an average of \$100 per acre, or \$2,000 per year, from the 10th year, and for 150 years more.

### If You Leave This to Your Family . . .

...10 years from now, it would cost you to carry this \$5,000, 20-year pay life insurance policy:

Age 30 to 40, about \$1,300 Age 35 to 45, about 1,450 Age 40 to 50, about 1,700 Age 45 to 55, about 1,875 Age 50 to 60 or

older, about\_\_\_\_\_2,200

Insurance company records show that life insurance money is usually spent in a very few years.

Pecan trees increase in annual average production for 50 to 150 years or more, and should produce for about 200 years.

### If You Leave This To Your Family...

...in 10 years from planting, it should be worth \$20,000—and should cost you for 15 trees per acre (a total of 300 trees), set out, a total of \_\_\_\_\_\_\$ 420.00 20 acres of good land at \$50 per acre is\_\_ 1,000.00

Pecan crops the 7th, 8th and 9th years at \$40 per acre average, or a total for 3 years of \$120 per acre, to subtract from total investment \_\_\_\_\_\_\$2,400.00 Leaves a profit to start 10th year with of \$980.00

From the 10th year this orchard should be worth about \$1,000 per acre or a total of approximately \$20,000, and produce about \$2,000 annually.

# Serve Papershell Pecan Meats Like These

The Kind that Come Out Whole—with Little Cracking.

Grow Them in Your Yard from Our Better-Rooted Trees.



#### Everyone Likes Pecan Balls Hara's a Good Tasted Resine

Here's a Good, Tested Recipe

Take ½ cup water, 1 cup sugar, ½ cup white Karo syrup, 1 teaspoon vanilla. Cook syrup until it threads well, drop in pecans, make into balls.

#### Pecan Loaf Cake Recipe

Take 1½ cups of sugar, ½ cup butter, ½ cup water, 3 cups flour, whites of 5 eggs, 3 teaspoons baking powder, 1 cup pecan kernels, 1 teaspoon vanilla.

Cream butter, add sugar, sift flour and baking powder, and add this and the water to the creamed sugar and butter. Stir well. Add nuts and vanilla. Fold in beaten whites and bake in a loaf.

#### Mexican Pecan Candy

Three cups sugar, 1½ cups milk, lump butter, 1 cup pecans, 1 teaspoon vanilla. Mix sugar, milk and pecans, and boil until it forms a soft ball in cold water. Remove from fire, let stand a few minutes, then beat, add butter and vanilla. Beat hard and drop from spoon on wax paper.

Make Pralines
Out of
This Candy

#### Pecan Caramel Pie Recipe

FIRST PART—Butter size of egg, 2 cups of sugar, 3/4 cup of water.

SECOND PART—4 egg yolks, 1 cup cream, 3 tablespoons flour, 1 cup chopped pecans, 2 teaspoons vanilla. Cook first part to consistency of thick pudding sauce. When cool, add second part mixture and cook to a thick custard. Remove from fire, add vanilla and pecans. Put in pastry shells and top with meringue or whipped cream. Makes 14 individual or 2 large pies. These are especially good when topped with ice cream.

#### We Can Ship You Papershell Pecans...Ready About November 15th In 5- and 10-Pound Cartons...Suitable for Home Use Also Make Nice Christmas Presents

Our prices in 5- and 10-pound cartons are usually 40c to 65c per pound, according to grade and varieties. Lower prices on larger quantities. In writing for quotations, specify the amount and whether or not a special variety is desired.

#### United States Department of Agriculture

Report on results of a survey made in 1929. The figures represent estimated pounds and prices received for pecans.

Table A— State	Produced Improved	1928 (Estimate) Seedling	Total Pounds	1	Prices (Per Pound) Received by Growers		
Pounds	or Wild	Tourids	Seedling	All Nuts			
Texas	765,000	26,683,000	27,448,000	\$0.35	\$0.117	\$0.124	
Okla	20,000	4,420,000	4,440,000	.35	.11	.111	
La:	750,000	4,250,000	5,000,000	•27	.107	.131	
Ark	95,000	1,600,000	1,695,000	.32	.14	.15	
Mo	8,260	385,740	394,000	•35	.16	.165	
N. C	390,000	240,000	630,000	.36	.22	.306	
Totals	2,028,260	37,578,740	39,607,000				
Average price for	\$0.333	\$0.142	\$0.163				

Note: The average price for improved or papershell varieties is more than twice as high as for ordinary pecans. The average price for all is low, because only 13.2% of all pecans were improved varieties. In the 4 Southwestern States of Texas, Oklahoma, Louisiana and Arkansas, only 4.2% of all were improved or papershell pecans. This shows what a promising field is ahead of the man who starts now to grow improved varieties. It would require thousands upon thousands of growers many years to make even a noticeable difference in the percentage of improved pecans on our markets. Here is a market free of world influences and world competition, and that couldn't be affected at home for 50 to 100 years.

# The Cost of Producing Papershell Pecans

One of our customers reported at the end of the 7th year, that his 19 acres of papershell pecans paid all original cost of trees, planting, cultivation, gathering nuts and taxes on the land. As this was about the first year his pecans bore heavily, his cost for the next 5 years should be just a fraction of what he gets for his pecans. Another customer said: "My 23-acre papershell pecan grove made \$800 in its 9th year, and it's just beginning." We have several pecan orchards, some of which have trees from 10 to 12 years old, and we figure that during the first 15 years, papershell pecans can be bought, planted, cared for and nuts gathered for about the same expense as the cost of growing and gathering cotton. Mature papershell pecan trees should bear about as many pounds of nuts per acre, at 35 cents per pound, as the same land will yield in pounds of lint cotton.

### A 1,000-Acre Smith County, Texas, Papershell Pecan Grove

Owned by the Combination Orchard Co., Winona, Texas



HAT more could a far seeing business or thinking man want than a 5, 10, 25, 50 or 100-acre pecan grove like this? Your land will begin increasing in value the day you set your trees and will continue to increase every day and hour, while you are busy looking after other business interests, away on pleasure trips or while you are sleeping. The growth and increase in value goes on just the same for 10, 25, 50 and 100 years to come. What other investment can you make that will be so safe and increase in value as fast?

#### TO OWN A GROVE LIKE THIS

first secure good land, buy good-sized, thrifty, well-rooted trees, set them carefully and see that they are cultivated and cared for as we suggest in the sheet of instructions which we furnish every customer when his trees are shipped.

#### PECAN GROWING

offers the Best Investment, the Safest Investment, and the Longest Lived Investment that you can make. If you are not already convinced, investigate for yourself.

#### OUR GUARANTEE

We absolutely guarantee every pecan tree purchased from us to be high-grade, first-class stock; we guarantee every tree to have a good lateral root system.

If for any reason you are dissatisfied with any trees purchased from us—if any trees sent you do not come up fully to your expectations, you may return them at once and we will immediately replace them with others that are satisfactory or refund your money.

We suggest you make inquiry as to our responsibility by writing to the Agricultural & Mechanical College, College Station, Texas, or by writing any bank or business man in Tyler, Texas

#### TEXAS PECAN NURSERY, Inc.

CAPITAL \$250,000.00

R. W. FAIR, President W. V. Henso

W. V. HENSON, V.-P. & Mgr.

TYLER, TEXAS

#### Read What These Purchasers Say About Both Our Western and Eastern Varieties

Whitt, Tex., June 22, 1931. "100% of the 150 pecan trees ordered from you last winter are living. 3 are still dormant and 147 trees have growth of 3 to 10 inches each."—J. W. Womack.

Cooper, Tex., June 25, 1931. "Of the 100 papershell trees bought of you the past season, 97 have put on growth and the other 3 trees are dormant but not dead."—J. B. McKinney.

Tulsa, Okla., June 25, 1931.
"100% of the 51 trees bought of you last January are living. One is dormant and 40 have nice growth."

-J. W. KINNAN.

Del Rio, Tex., June 26, 1931. "All 47 trees living."—E.K.FAWCETT.

Mansfield, La., Oct. 6, 1930. "The first of our 20 acres of pecan

trees were planted December 22, 1926, -200 trees or 10 per acre, with peaches and pears between. This fall about 25 trees bore 5 to 40 nuts each. From I Stewart we gathered 39 nuts. Their growth has been marvelous, which we attribute to the splendid root system. Our Golf Club has 250 of your pecan trees on the course, doing equally well, and the mem-

bers are sold on your trees. We must mention the splendid care our trees on the 20 acres have had by 'Uncle' Charlie White."—P. C. FAIR.



A small block of our 3-months seedlings which will be grafted or budded when 2 years old.

Sulphur, Okla., June 26, 1931 "Of 99 trees, bought of you last winter, 91 trees or over 91% are living. 90 have put on growth and 1 is dormant."

-W. H. HILTON.

Coffeyville, Kans., June 26, 1931. "All the 25 pecan trees I bought from you the past winter are living."

-George W. West.

Athens, Tex., June 25, 1931. "All of the 12 pecan trees ordered from you are growing."

—C. H. COLEMAN.

Shawnee, Okla., June 25, 1931. "During the past season we bought some of your better-rooted papershell pecan trees, most of them for our customers. Everyone who planted these trees is satisfied, and we believe your trees grow better here than other trees shipped from other sections. You may be sure that when we need pecan trees you will receive our orders."—Clarke & Keller Seed Store.

### These Letters Are From Eastern and Western Sections of the Southwest

Dallas, Tex., July 1, 1929. "The 13 trees ordered from you were set out Dec. 23, 1928, and I have 13 living—100%. They have put on from 4 to 6 inches new growth which I think extra good on account of the unfavorable season. I set them 50 feet apart and have peach and pear trees planted in between for the present. I am more than pleased with your trees and especially the root system."—C. A. Norris, R. F. D. 9.

Crossett, Ark., June 22, 1931. "180 of the 200 pecan trees I got from you this year are making very nice growth. Salamanders killed the other 20 trees. I am very much pleased with my trees."

-Mrs. E. C. AIKEN.

Ada, Okla., July 7, 1929. "All the 52 trees I bought from you put out growth. We had much rain early in the spring and are having plenty now." —W. K. Dunn.



A 14-year-old papershell orchard, planted from our trees at Houston, Texas, by Texas Fireworks Company.

Shiner, Tex., June 25, 1931.

"All the 50 pecan trees I planted last winter on my place near Yoakum, Texas, are living. 47 are growing and 3 have buds, but haven't started growing yet."

—Paul R. Otto.

Dallas, Tex., June 20, 1931. "Practically all the 500 pecan trees bought from you last winter are living and nearly all have put on growth. I shall give you a further report on them later."

-R. H. DANIEL.

Texarkana, Ark., June 22, 1931. "The 55 trees I got from you last winter are living. One is dormant. I am well pleased with the trees. They are in a cultivated field. I expect to order more trees from you, with a neighbor, this coming winter."—B. H. McLain

Ardmore, Okla., June 8, 1930. "I bought 155 pecan trees of you last year and lost 5. I bought 244 at Monticello, Florida, and lost 110 trees."

—J. W. Boucher.

#### 5 Reasons Why You Should Plant Our Better-Rooted, Acclimated Pecan Trees

- Through our 22 years of proper selection of seed nuts and soil, and our cultivation methods, we have developed the best lateral root system grown. These lateral, or side roots, develop more feed roots that gather plant food and moisture. That's why 90% to 100% of our trees live and grow. In planting a pecan grove to live 100 to 200 years, the root system is the foundation for your success.
- 2. acclimated to your soil and conditions. They are toughened by cold winter weather and the dry, hot summers. We grow all the leading varieties best adapted to states west of the Mississippi River. Some are known as Western Varieties and some, Eastern Varieties. Some will do equally well in Louisiana as in West Texas, when planted on proper land. Special study has been made by us as to where varieties will do best, and we give you the benefit of this experience. Many trees sold by general nurseries and agents are bought from the East and Coast country. They are not acclimated and usually have few lateral roots. These trees are often dry when they reach the local nurseryman or agent and their chances for living are poor. All our trees are grown here by us and are shipped to you in proper condition.
- 3. We can fill your order for any of the leading Southwestern varieties no matter how large it may be, if placed with us in time. And you will get a careful selection of the best trees for your section, as we cull and burn more trees than most pecan nurseries grow.
- 4. The trees are not dug until your order is received, and are shipped to you the same day they are dug. Each tree is dug separately to preserve its excellent lateral root system. Trees are kept moist from the time they are dug until they are delivered to you. We are near the center of the Southwestern pecan belt and our trees can reach most any point in the Southwest in 24 to 48 hours at a reasonable shipping cost. When buying trees from us to be shipped anywhere in Texas you pay a second-class express rate. When buying from other states, you pay a first-class rate.
- 5. moral and financial standing. You take no risks in buying from us. You know who and where we are, so you may hold us responsible for the quality and service we promise you. We GUARANTEE every pecan tree purchased from us to be high-grade, first-class stock and to have a good lateral root system.

Get Started Now . . . Mail In Your Order Today!

1932/33

#### NEW PRICE LIST

#### F. O. B. TYLER, TEXAS

On Stuart, Delmas, Success, Schley, Moore, Money Maker

#### TREES EACH IN LOTS OF

E		1 to 14	15 to 49	50 to 199	200 to 499	500 Up
	2 to 3 ft.	.70	.60	.55	.50	.45
	3 to 4 ft.	.75	.65	.60	.55	.50
	4 to 5 ft.	.90	.75	.65	.60	.55
Trees 2 to 3 ft	5 to 6 ft.	1.30	1.10	.80	.70	.65
	6 to 7 ft.	1.80	1.15	.90	.80	.75
	7 to 8 ft.	2.00	1.50	1.00	.90	.85
	8 to 9 ft.	2.50	2.00	1.50	1.35	1.25
3 to 4 ft	9 to 12 ft. On Burk Western	3.25	2.25 lbert, T Oklaho	1.75 exas Proma, and	1.55 olific, Cl   Willia	ark mson

2 to 3 ft.....

3 to 4 ft.....

4 to 5 ft.\_\_\_\_\_

5 to 6 ft.....

6 to 7 ft.....

7 to 8 ft.....

8 to 9 ft.....

No extra

CASH MU

order. If C. C

9 ft. up....

 $\mathbf{P_1}$ 

2 to 3 ft.	.80	.70	.65	.60	.55	
		.75	.70	.65	.60	
3 to 4 ft.	.85			.70	.65	
4 to 5 ft.	1.00	.85	.75			
5 to 6 ft.	1.40	1.25	.90	.80	.70	
	1.90	1.40	1.00	.90	.80	
6 to 7 ft.			1	1.10	1.00	
7 to 8 ft.	2.25	1.70	1.20			
8 to 9 ft.	2.75	2.25	1.70	1.55	1.40	
			2.00	1.80	1.60	
9 to 12 ft.	3.50	2.50				
- I N 1 and First						

All Trees Guaranteed to be No. 1 and First Class in every respect and will be shipped subject to your approval upon arrival. Measurements are from ground level up.

We have a nice list of Fruit Trees. If interested, ask for free literature in colors with

No Extra Charge for packing and burlapping shipments to points in the U.S.A. A small extra charge on Foreign shipments.

#### NO ORDER ACCEPTED FOR LESS THAN \$1.00

THAN \$1.00 neck or money we will ship

WE DO N

Solution of the payment of 25 per cent and balance when trees are to be shipped, or balance sent C. O. D. if preferred.

BY DOING A STRICTLY CASH BUSINESS, we save losses on collections and the expense of bookkeeping, and this enables us to make the LOW PRICES we offer you on our HIGH-GRADE, WELL-ROOTED trees.

NO SHIPMENTS can be made by Parcel Post, as our trees with the roots are too long to be accepted when properly packed.

ALL LOCAL SHIPMENTS are made by Express, as we do not consider it safe to ship by local freight. Will ship by freight when requested, at purchaser's risk.

CARLOAD SHIPMENTS can be made by fast freight in A. R. T. cars. These can be closed, which will prevent freezing.

WEATHER CONDITIONS—Shipments will be made on or as near the date requested as conditions will permit.

ALL TREES ARE DUG FRESH from the nursery and shipped to you immediately. They should reach you in 24 to 48 hours after being dug and packed.

[You'll find a convenient order blank on the next page]

#### er,

#### Lots of more than 200

# Write for prices and state varieties and size trees wanted.

#### ıley

# Write for prices and state varieties and size trees wanted.

in U.S.A.

#### PECAN TREE ORDER BLANK

Texas Pecan Nursery, Inc., Tyler, Texas

Name						
0.		ase Write Plainly)	n 1			
Street				. D		
Post Office						
County		Cara				
County	CountyState			(Date Ordered)		
My Express Of	fice is			19		
				(Date to Ship)		
IMPORTANT—I but should this not If you do not kno you will get the be	n order to prevent del t be agreeable. write " www.which varieties are est.	ay, we will ask perr Do Not Substitute" best suited to your	nission to substitute herelocality, let us mak	in varieties or sizes		
stock in every way represented, you m tion possible to pr we guarantee all t then for no greater with us. All bills,	We absolutely Guarantery, and to have the best ay return them and you event errors, but we retrees to be true to name amount than the purchast orders, etc., are due as on by either party, same	et lateral root system our money will be che ealize that the best e, we will only be not hase price of the tre and payable at Tyler	n in the world. If neerfully refunded. You men sometimes no responsible to the or se, or another tree, we, Texas, and in the	our trees are not as We use every precau nake them, and while riginal purchaser, and which will be optional event it is necessary		
No. Trees	VARIETIES	HEIGHT	PRICE	TOTAL		
	Stuart					
	Delmas					
	Success					
	Schley					
	Money Maker					
	Moore					
	Oklahoma					
	Burkett					
	Halbert					
	Texas Prolific					
	Williamson					
	Western Schley					
		***				
Remittance here	ewith \$	·	Total \$.			
	•		(Sign Here)			

## Read This Endorsement of Our Methods

The Citizens National Bank

CAPITAL SURPLUS AND PROFITS OVER \$700,000.00

GUS F TAYLOR

Tyler, Jexas,
September 15, 1931.

TO WHOM IT MAY CONCERN:

The writer has been well acquainted with the managing officers of The Texas Pecan Nursery for a number of years, and has had considerable business dealings with them during the last three or four years; and I have found them reliable and dependable in all their business affairs with me.

I have never heard of complaint from any source that they did not fully and fairly carry out all their contracts, and hence I believe them to be reliable and dependable.

Respectfully.

You F. Taylon

#### Other References

R. G. Dun & Co.

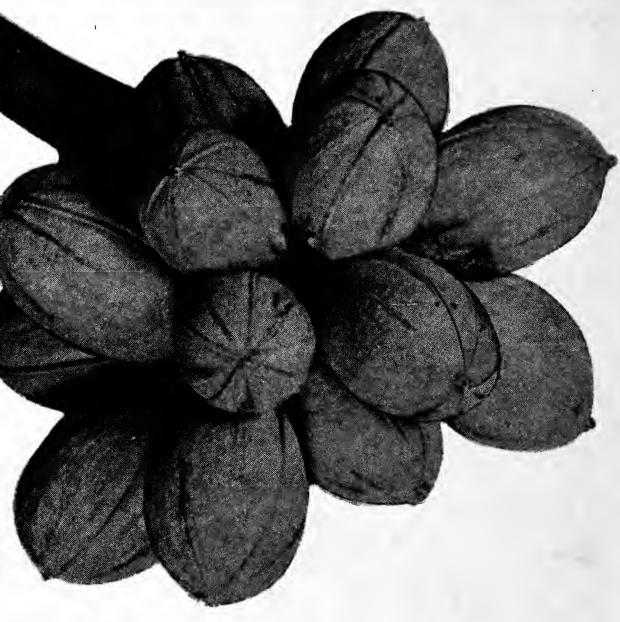
Peoples National Bank Tyler, Texas

Tyler State Bank & Trust Company Tyler, Texas CHAMBER OF COMMERCE Tyler, Texas

CREDIT MERCHANTS ASSN.
Tyler, Texas

Any Business Man Tyler, Texas

# A Cluster of 15 Stuart Nuts Grown in Tyler, Texas



U. S. POSTAGE
PAID
TYLER, TEXAS
Permit No. 19

reau of Plant Inds USDA shington, D. C.

ス

Return Postage Guaranteed • TEXAS PECAN NURSERY, INC., Tyler, Texas